WRUW
91.1
FM
Fall
'86
Cover by Antoinette Wagner '86

WRUW's Future Depends on You !

by David Caban
General Manager

Music. That's what radio seems to be all about these days. Even here on WRUW. Music.

Don't get me wrong. I have no objections to music. But somewhere along the way of modern radio programming an important part of the radio experience has disappeared--creativity.

There's only so much you can do to make a radio show creative. That's why there are so many obnoxious "morning-men" on the commercial radio bands. They all play the same music so the hard part is trying to do something creative and entertaining to keep the listeners tuned in.

But as I was saying, there is more to radio than just music. And, in truth, the only place to find it is in the radio zone below 92 megahertz. WRUW (at good ol' 91.1FM) is the place to be for some really diverse music--a full spectrum of music on one frequency as a matter of fact. WRUW is also the station to tune in to for things besides music.

One of WRUW's strong but overlooked points in programming is public affairs. Every day at 11 am and 7 pm WRUW presents a half-hour of "news you can use." This includes shows covering both social and political views on topics that effect everyone.

For instance, the week before WRUW went off the air for asbestos removal, we aired "Focus on Asbestos" which outlined the hazards surrounding this cancer causing substance. (We found out a lot of things that were done wrong when our asbestos was removed as a result.)

In addition to the "serious" side of public affairs, we have other light-hearted shows such as "Kiddly Dee, " "The Adventures of Jack Flanders," and "Ruby 2." I'm not going to tell you about them. Listen to find out what they're about.

What? You can't listen to them? How come? How well do you pick up WRUW? Are the shows at the wrong time? WE WANT TO KNOW.

That's why this edition of the WRUW Program Guide contains the First-Ever Listener Survey. Hopefully we'll find out who you (our audience) are and how much you know about us, like us, hate us, etc.

See, over the past few years, WRUW has advanced in the technical aspects of radio. Thanks to your generous telethon contributions, we have been able to remodel our studios, buy new equipment (like a telephone interface and a compact disc player) and convert the station to a studio-to-transmitter microwave link. But in the process, the variety and quality of our programming has suffered somewhat.

WRUW's purpose is "to provide access to diverse programming and information not generally heard on the commercial media, presenting the culture and interests of the community at large." How close are we to this definition? Let us know!

Please fill out the survey and return it to us by November 7, 1986 so that we can start making changes in our on-the-air sound for next year (which just happens to be our 20th anniversary). We want to serve your listening tastes (within reason) and the only way we can do it is with your help.

The sound of diverse radio programming is strong in Cleveland at present. The future depends on you.

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ZBS: High Tech Audio Art with the Cosmic Touch

by Jordan Davis

Ask people on the street if they've heard any good radio drama lately, and they're likely to respond, "Huh?" But WRUW listeners know that the fine art of audio adventure is alive and kicking up a storm. We are currently airing *The Incredible Adventures of Jack Flanders* on Friday evening, and *Ruby 2* twelve times a week. (We're also planning to start producing radio drama in our own studios soon.) Both of these series were produced by ZBS Media, a not-for profit radio arts foundation in Fort Edward, New York. ZBS has been creating some of the medium's most ambitious audio drama since 1972, and WRUW has aired almost everything they've ever produced.

ZBS began as a collaborative venture between radio freaks from Montreal and New York City. Located about halfway between these two cities, the studios of ZBS can be found on 45 acres on the bank of the Hudson River. Tom Lopez, (also known as Meatball Fulton), is ZBS's Executive Producer, and he has travelled from Mexico to Africa to India to gather sound effects and story ideas for his unique and complex productions which stimulate both the ear and the imagination. All of the ZBS productions are available on high-quality cassette tapes, and since they are not available in stores, we are letting you know about them here so you can procure these masterpiece 'movies for the mind' for your own library.

Jack Flanders Series

The Fourth Tower of Inverness (7 hours)
Jack investigates the mysterious and mystical secrets hidden inside the ancient Victorian mansion at Inverness, in search of the Wurlitzer of Wisdom.

Moon Over Morocco (10 hours)
Jack travels to North Africa in search of the knowledge of natural magic which is lost to modern man. He finds more than he bargained for.

The Incredible Adventures of Jack Flanders (5 hours)
The alluring, soft, creepy cushions of a strange, overstuffed chair propel Jack to a dimension full of sorcerers, pirates, and anti-art danger. Includes the return (and demise) and Mad Doctor Mazoola.

The Cabinet of Doctor Fritz
Recorded in Kunstkopf binaural sound, a special 3-D live stereo technique. This is a series of stories which are frighteningly powerful in content, disarmingly realistic when heard through headphones. Includes stories by Stephen King, Karl Edward Wagner, Cherokee writer Craig Steele and Ishmael Reed. Nor for the faint-of-heart.

Ruby, The Galactic Gumshoe
Hi-fi sci-fi at its best, *Ruby* fits solidly into the genre of the Detective Novel as well. Includes lots of Whizz-Bang SFX plus incisive Zaps at futuristic (and contemporary) society without ever losing its sense of humor. Two series, *Ruby* and *Ruby 2*.

The Android Sisters: Songs of Electronic Despair (LP or cassette)
The material on this Vanguard album is different from that of the Android Sisters' *Ruby* debut. Sardonic, witty, and refreshingly creative, this is unlike any other record. With music by Tim Clark, lyrics by Meatball Fulton, and of course, the Sisters themselves. A limited pressing, this will probably not be available forever.

Other Paraphenalia:
Ruby Baseball jerseys
Dreams of Rio T-shirts (see below)
and - a rare interview with Jimi Hendrix recorded by Lopez in London, pressed on picture disc by Rhino Records.

The newest Flanders adventure, *Dreams of Rio*, is currently in production, and is scheduled for release late in 1987. Lopez and associate producer Tim Clark will be taking their Beta digital recorder and arsenal of microphones to the cities and jungles of Brazil to gather aural evidence for Jack's latest exploits. As a fundraiser, ZBS has issued a *Dreams of Rio* T-shirt in S, M, L, and XL for $10. A 50-minute demo cassette including Clark's music is available for $5. Donations to fund the series are also being accepted.

ZBS. To some it is the Zen Broadcasting Serivice. To others it means "Zero Bullshit." Either way, it represents the highest technical standards applied to an art form that may be hard to find, but is well worth the effort.

Write to ZBS for their Science Fantasy Cassette Club catalog, and to inquire about *Dreams of Rio* or other items. Their address is: ZBS Media, RR No. 1, Box 1201, Fort Edward, NY 12828. For telephone orders call 1-800-662-3345, anytime 24 hours a day.

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PUBLIC AFFAIRS AND SPECIALTY SHOWS 3

••• RUBY 2 •••

Ruby the Galactic Gumshoe returns in this sci-fi adventure series from ZBS Media. Ruby can be heard on week days at 11:30 a.m. and 7:00 p.m., and on Saturdays for a recap of the week's adventure, at 8:30 a.m. and 8:30 p.m.

Sunday

12:30 pm SUNDAY MATINEE

Put on your tap dancing shoes, settle into your most comfortable chair, grab some popcorn and go to the theatre without leaving your home. It's all Broadway and Hollywood showtunes and soundtracks when the curtain goes up at 12:30.

Make sure you join us on these special days for Stage & Screen spotlight.

Sept. 28 Annie Get Your Gun
Oct. 19 Gentlemen Prefer Blondes
Nov. 16 On a Clear Day You Can See Forever
Dec. 7 Fiddler on the Roof

4 pm CHANK-A-CHANK
Will Drescher

Tradtional Cajun Music of the French speaking people of southwest Louisianal

11 pm ken NORDINE

Sit back, close your eyes, and examine consciousness from a different perspective. Train-of-thought meanderings on everything from clocks and colors to silk acetate socks and electromagnetic waves. Don't be afraid--it's your old pal ken...Nordine.

Monday

11 am THE AGING SOCIETY

A new program for adults of all ages.

7pm OUT OF BOUNDS

Weekly ½ hour of sports new and views hosted by Tom Sarfi. Covering Spartan sports and local professional happenings.

10 pm WALKING DR. BILL'S R&B SURVEY
Bill Anderson

Bill Anderson continues his weekly series of featured Rhythm and Blues artists and labels.

Tuesday

11 am THE FIRST AMERICANS

We are quick to condemn South Africa's treatment of its native people, but we are less aware of our own nation's crimes against the First Americans. This program will present issues of importance to American Indian nations and peoples, to encourage a re-examination of the American genocide.

7 pm CONSIDER THE ALTERNATIVES

Presenting in-depth examinations of the practices and policies of America's citizens, goverments, and corporations. Quality reporting from the perspective of sanity. Produced by the Fund for Peace.

10 pm CHUCKLES WITH CHUCK
Chuck Poulton

Enjoy an hour's worth of side-splitting jocularity each week. Featuring both stand-up comedy and novelty tunes, there's sure to be something for everyone. Also look for special theme shows and tributes to your favorite comedians.

Wednesday

11 am CAMBRIDGE FORUM

Many of today's great public figures: lawmakers, history-makers, authors, thinkers, on the stump at Cambridge, Massachussetts.

This summer's series includes speeches by Andrew Young, Jane M.O. Sharp, Sherry Turkle, Jack Mendelsohn, and many others.

7 pm GAYWAVES

Beginning weekly with news of the gay community, Gaywaves features a weekly calendar of upcoming local events, along with music and discussions of gay and lesbian issues with people from both the Cleveland and national gay scene.

10 pm GLOBAL TAXI

Join a revolving band of WRUW programmers in an hour long exploration of international folk and cultural music. Each week will have a different focus and theme.

Thursday

11 am KIDDLYDEE

Choice children's programming with music and stories.

6 pm THE GREG HOLTZ SHOW
Greg Holtz

Supper-hour polkas, conversation, and happy feet in a show that's really just for the fun of it.

7 pm BLUEGRASS MASTERS

Bluegrass Masters follows the growth and development of bluegrass music from its roots in the early country music through its most modern permutations. Each show examines the work of an influential musician or group in relation to the development of the music as a whole. Hosted by Bob Frank, a founding member of Cleveland's Hotfoot Quintet.

Friday

11 am PA POTPOURRI

A variety of public affairs shows from producers across the nation.

7 pm THE INCREDIBLE ADVENTURES OF JACK FLANDERS

The further exploits of one Jack Flanders, hero of The Fourth Tower of Inverness. Held willing prisoner by the mysterious green chair, Jack is jettisoned toward the fringes of psychic adventure and Dada fantasy.

Saturday

10 am FINNEGAN'S WAKE

An hour of Irish and Scottish folk music, produced and hosted by John Zeitler.

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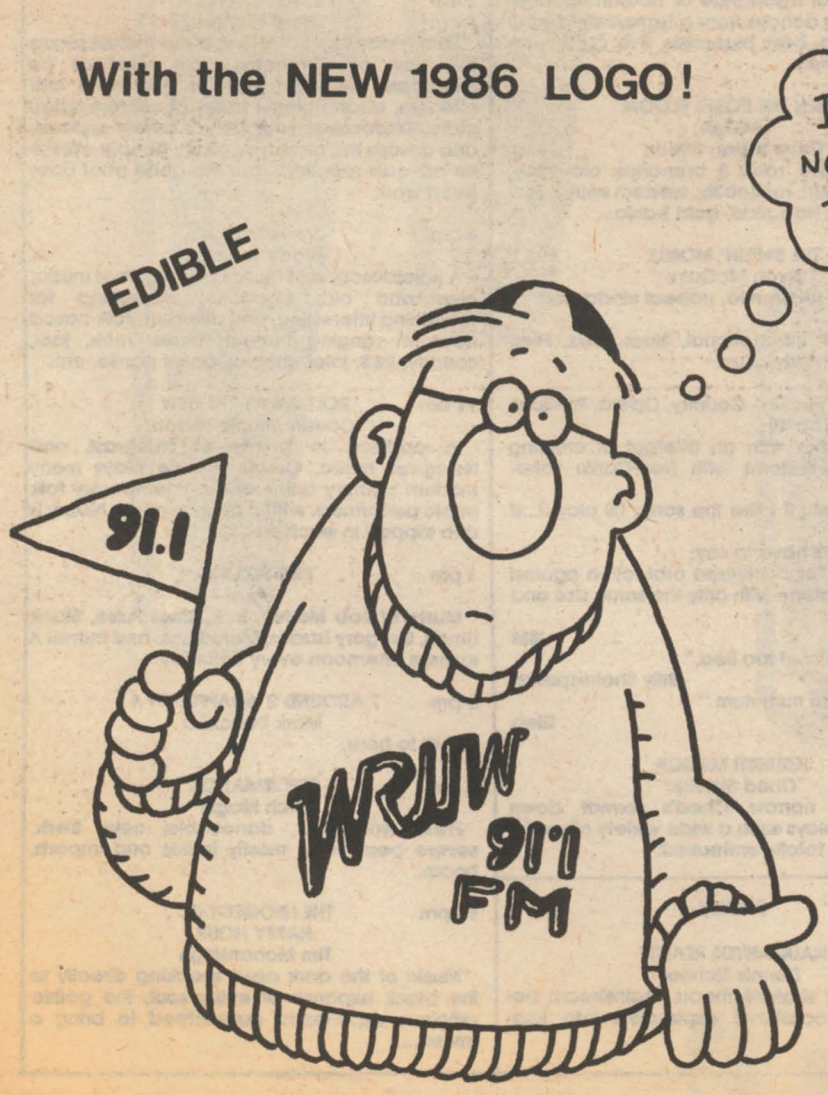

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PROGRAM DESCRIPTIONS

Sunday

2 am — 600 LBS. OF ROAD WARRIORS ALL NIGHT LONG
M. Mom
Historically and hysterically tripping the light fantastic, and wrestling the dark gymnastic with music that rocks, sort of, from 1950's, 1960's, 1970'2, 1980's...

7 am — THE WAX MUSEUM
Dave Brown
Features rare Rhythm and Blues and Rock & Roll from the 50's and 60's. Not the type of oldies you'll hear on the other stations.

9:30 am — AROUND THE WHORL
Paul Hanson
Skip church this Sunday and tune in for contemporary and classical music.

2 pm — SPATIAL IMPRESSIONS
Edmond Wong
Journey into the realm of Progressive and New Age Music. Let the soaring synthesized music mixed with piano and soft New Age sounds take you on a stimulating and soothing flight into your imagination.

5 pm — DEFINITELY DOWNTOWN
Don Sebian
Jazz for early Sunday evening, featuring Bebop, hard bop, and post bop, along with tangential excursions into blues, big band, and avant garde.

8 pm — INSECURE HILARITY
Larry Collins
Q: Mr. Collins, would you like to describe your radio show to the folks out there in audio land?
L.C.: No!
Q: Fine. Here, have some money!

11:30 TWO-BRAINED STEGOSAURUS DRIVE-IN
Randy Woodling
Drop whatever you're doing and turn on your radio. Get lost in space and experience a happy blend of STONEGOURDFREAKDOPEHIPPYSPACE music. It's not trendy, and it's not the new happening thing, but it can be fun. Heavy-niss you can light up to. Don't be afraid of what you don't understand, O.K. Kids?

Monday

2 am — TRIP 66
Bruce Michielli
A mind bending excursion into your fave groups of the 60's. From small labels to big time production bands. From pop to punk to psychedelia. Come and bend your ear to a rave-up of fab groups.

5 am — BLUE MONDAY
Johnny Sherman
Contemporary Jazz and Fusion with a blend of Big Band sound.

7 am — SUBTERRAINEAN SIDE SHOW
Mandana
Modern free form, including modern pop, dark music, industrial, jazz and new age.

9 am — BEAUCOUPS OF BLUES
Howard Wayne
Got a black cat bone and a mojo too? I'm gonna mess wichoo!

11:30 am — STRICTLY DUB
Oz King
Rub-a-dub rydims for your mind, body and spirit.

2 p.m. — BAD DNA
Michael Arnovitz
Each week, new releases will be featured, including the newest in independent and underground rock. Bad DNA is a melting pot of music from all over the world. From the twisted sensibilities of the Residents to the hottest 60's retro-rock outfits, your musical palate will drool as you experience the best radio programming available under-water. Easy listening for the entire family.

5 pm — GLIMPSES OF NIRVANA
Tom Sarfi
Catch an audio glimpse of modern wave nirvana. Often likened to catching a glimpse of Diane on "The Price is Right."

7:30 p.m. — ANNIE'S BLUES SHOW
Anne Weatherhead
Nothing but the blues.

11 pm — BROU-HA-HA
Catherine Butler
Hear the hubbub.

Tuesday

2 am — LIFE IN THE BIG CITY
Paul Fogel
Music to wound the ears and move the soul.

5 am — SHAEFFER'S LINE OF DESPAIR
James R. Spurrier
From talking to severed heads.

7 am — BABY'S NEW SHOES
Neal Martin
Modern Pop music with the focus on the latest import and domestic releases. Monthly specials featuring the career output of a single artist or band. Non-synth in orientation, "New Shoes" ranges from light and airy pop to dirge swamp music, featuring mostly independent label bands. Fun, weird junk and Feedback are in. Sex and Drugs and Rock 'n' Roll are out.

9 am — LONG LIVE THE LOUD
Tim Bizon
Thrash yourself out of bed with all types of metal: thrash metal, death metal, classic metal, hardcore, but absolutely no poser metal.

11:30 am — POSERS WILL DIE!
Chuck Hanley
Listen every Tuesday afternoon for two-and-a-half more hours of poser-free metal. From the soaring technical prowess of new-classical virtuosos Yngwie Malmsteen and David Chastain to the brutal thrashing assault of Exodus and Megadeth, and to the molten massive melodies of Maiden and Metallica, there is no survival possible for permed hair, spandex-clad posers! WARNING: This show hs been rated V, X, D/A and O by the Puritans Mandating Repressive Censorship (PMRC). Moshing, banging, thrashing, and other listener indiscretions are advised.

2 pm — STRAIGHT TO THE HEAD
Prince
Live from Kingston, Jamaica.

5 pm — FOUR STICKS
Rick LeFauve
And the dogs....they.....just kept barking.

7:30 pm — THE RHYTHM METHOD
Don't take any chances, the Rhythm Method has it all! Random Rhythms meets Plebian Pop for a guaranteed tow-and-a-half hours of fun up beat music.

11 pm — VISCIOUS SIDEDISH OF BEALZEBUB
Josh Bayer
Well, your heads been hurt, and you're sick of it. It's O.K., we understand. Don't do anything foolish, and don't swallow large objects. Just sit and listen to that little box with the knobs on it. (NOT the blender, the radio.)

Wednesday

5 am — YOU AND ME AGAIN
Mike Zannoni
Music???

7 am — PUT ON YOUR FACE
Joe Banks
Don't be trendy non-conformist, don't listen to devil worship MUZAK, don't be pathetic close-minded conservative, don't put arbitrary misleading labels on new music, don't keep your psyche in the closet, don't be afraid of things you don't understand. Put On Your Face. New varied music. New looks for the PMRC's mutant children. God Save Us All. Free Music.

9 am — SOUTH OF THE BORDER
Will Drescher
Ethnic music from the Cajun-creole French of south Louisiana, and Mexican culture of southern Texas and Mexico.

11:30 am — LUNCHTIME SPECIAL
Prince
Live from Kingston, Jamaica.

2:30 pm — THE RUDE BOY TRAIN
Sir Lord Tommy
A rare blend of music with that Caribbean sound, including Calypso, Soca, Reggae and Ska. Ska (aka "The Blue-Beat", "Rock-steady", "Jamaican Jazz", or "Two-Tone") is the name given to the music, which happens to be the real "roots" of reggae, that was pioneered by Prince Buster in Jamaica in the early 1960's. It is greatly influenced by Jazz, with a touch of African rhythms, and heavy on the syncropation. Tune in to Tommy as he brings you Ska along with all of its numerous derivatives, which include more than just reggae mon. Check out the..."Jamaica Ska....good music, brothers and sisters, can never die– it just gets more intensified!"

5 pm — LET THEM EAT CAKE
Antoinette
Sweets for the masses, let them hear pop. Tooth decay and more. You'll lose your head!

7:30 pm — BIRD CALLS
Bill Anderson
A program inspired by Charlie Parker, Duke Ellington, Charles Mingus, Theionious Monk, and other creative musicians.

11 pm — THAT'S HOW I ESCAPED MY CERTAIN FATE
Scott Larson
A seemingly random mix of folk, bluegrass, jazz, reggae, international, and modern-whatever music.

Thursday

2 am — THAT METAL THING
Damon Murphy
Metal, metal, metal, metal, metal, metal, and some hardcore thrown in for good measure. Moshing encouraged, but not required. Absolutely no posers allowed!!

5 am — ONE SMALL VOICE
Robbie Ernhart
From Jelly Roll to Soul to Rock 'n' Roll. Everything goes.

7 am — MANGO
Jeff Payne
Wake up to the swing of alternative pop, ska, big band or whatever I chosse to play. Mango-diversity with no industrial pollution and a moral in every show.

9 am — MUTINY IN HEAVEN
David Earle
Grab your skate board and skate Hell's Half Pipe. Excursions in music ranging from industrial to surf all depending on the programmer's instable mood swings.

11:30 am RETURN TO DOWNER'S GROVE
Heather
Make yourself comfortable, even if that means leaving a symmetrical impression in a bowl of pudding. The tunes I play leave you with that sensation you get when those rowdies at the bar chuck darts at the back of your head. You know the request line telephone number, so call up and suggest something, ... I might even play it! Especially if the song is "endorsed by Pat Boone."

2 pm — CULTURAL BAGGAGE
Edie Vargo
A freeform assortment of music from near & far. Take an international jaunt with your host and listen to the pygmies of the rain forests of Africa singing "My Darling Clementine," the haunting vocal resonance of Tibetan Buddhist Monks, festive dances from a Transylvania wedding, and the best bluegrass five guys from Japan can offer.

7:30 pm — WHEN THE ROSES BLOOM AGAIN
Dave & Dan Wilson
Country music, roots & branches: old-timey, bluegrass, cajun, rockabilly, western swing, Tex-Mex, ragtime, Hawaiian, acid banjo....

10 pm — THE SMILIN' MOBILE
Ryan McGuire
Generally fun-to-listen-to, upbeat kinda stuff:
Probably:
Jazz, Baroque, International, Blues, Jazz, Folk, Bluegrass, Comedy, Jazz.
Probably Not:
Lyin'-cheatin'-truckin'- Country, Opera, Political, Abuse, Punk, Top 40.
All tied together with an attempt at crossing Crosbyish Martindoms with Neo-Carlin Letermanisms.
Make a request; if I like the song, I'll play it...if not, I won't.
What the critics have to say:
"WARNING: For continued protection against fire hazard replace with only the same size and rating of fuse."
- IBM
"Two bee ore knot too Bea."
- Billy Shakespeare
"Num num num num num."
Ellen

11 pm — JEBEMBTI MUSICA
Ched Stanisic
You can't narrow Ched's format down because he plays such a wide variety of music. Listen and be totally enthralled.

Friday

2 am — NAUGAHYDE REALITY
Dennis Sichner
The best of straight-ahead, mainstream be-bop jazz. Occasional explorations into jazz-fusion.

4 am — TEETHMARX ON MY CREAMY THIGHS
M. Mom
Historically and hysterically tripping the light fantastic and wrestling the dark gymnastic with music that rocks, sort of, from 1950's, 1960's, 1970's, 1980's...

7 am — LIVE FROM THE VATICAN
Doug Stanley
A schizophrenic puree of early psychedelic heavy metal, modern hardcore, roots of punk and vulgar, tasteless records of all descriptions. heavy duty rock & roll. Approved for veterans.

9 am — AN ISLAND IN THE MOON
Ron Emoff
Music is the healing force of the universe... "Do you really think Hans Werner Henze sounds good after Joan Baez?" "Naw, that's just something I learned over in England."

11:30 am — THE FRIDAY! CLUB
Jordan Davis
No topic is too serious or too silly for the FRIDAY- Club. Jordan Davis and his sidekick Long John the invisible parrot invite special guests to balance equal and opposite universes to the tunes of pre-recorded feedback and pygmy festival music. Funnybones and heartstrings recommended. Parental guidance obsolete. All ages admitted.

2:00 pm — RINSKY RAUNCH
Will Bradlee
Variety and mischief. Lots of fun. Tune in.

5 pm — THE MISH-MASH HOUR
Steve
Now entering its 75th ground breaking season, the Mish Mash hour continues its fine tradition of irreverent uninformative musical sampling. With its sixth consecutive programmer, the Mish Mash hour will continue to bring you hit radio like Mom never told you about.

7:30 pm — YOUR FAVORITE REBELLION
Joe Riznar
Unplug that jukebox and fasten your safety belt. This show will confuse you with a blend of rockin' modern tunes, underground strangeness, and oldies of various styles. Specials when applicable.

10 pm — DOWN BY THE CUYAHOGA
Jim Szabo
One of Cleveland's top jazz shows, with each week's program featuring salutes to the old masters and in-depth examinations of new releases. Complete jazz calendar at midnight.

Saturday

2 am — DARE WAVES
Neal Fisinger
2am Friday night at WRUW is the hottest place this side of Chernobyl. Join Neal as he meanders his way through new and old releases, discharging 4 hours of contaminated radio. Disconnect your brain's safety systems, and absorb the air waves. Many people will suffer adverse reactions, but the gene pool does need work.

6 am — diversified, inc.
Wade Tolleson
A kaleidoscope of types and sounds of music, new and old, constantly searching for something interesting, and different. Folk-based freeform ranging through blues, rock, jazz, country, R&B, international, avant garde, etc.

11 am — ROLL AWAY THE DEW
Cousin Jimmie Wilson
In addition to plenty of Bluegrass and Newgrass music, Cousin Jimmie plays many modern country artists and contemporary folk music performers. A little country music history is also slipped in each week.

3 pm — SMUGGLING
Herb
Music of Bob Marley, Iroy, Steel Pulse, Black Uhuru, Gregory Isaacs, Melodians, and more!! A rockers afternoon every Saturday.

6 pm — 7 AROUND 2 WRAPPED BY 1
Mark Penacho
Stuff to hear.

8 pm — DEFORMATION
Rich Magill
Fresh wax, new, danceable, new, fresh, severe beat, new, mostly indies and imports, boom.

11 pm — THE NEOGEOTHIC HAPPY HOUR
Tim Mohansingh
Music of the dark ages speaking directly to the black expanse of every soul; the gothic religious experience guaranteed to bring a smile!....

WRUW FALL 1986

WRUW 91.1 FM

Survey

WRUW First-ever Listener Survey 1

This handy removable page contains the **first-ever** WRUW Listener Survey. This is your chance to tell us what you think about WRUW's programming, telethon, promotions, etc. It's long. You have to realize that this is the first time this has ever been done in WRUW's history and we would like a lot of information from and about you.

WRUW is here to serve **you.** The only way we can do that is to know who you are and what you want to hear.

So please take a few minutes (15 ought to do it) and fill out this survey as completely as possible. Once you're done, please fold as shown and mail it to us. The address is at the end of the survey.

We'll tell you the results (and make changes based on them) in the Spring Program Guide in January.

Have fun!

IN GENERAL

Are you: ___ Male ___ Female

How old are you?

____ 18 or under ____36-45
____ 18-25 ____46-55
____ 26-35 ____56+

What level of education have you completed?

____ junior high
____ high school
____ some college
____ 2 year degree
____ 4 year degree
____ graduate degree

What is your current work status?

____ unemployed ____full-time
____ part-time ____retired

What is your occupation?

_____

What is your income bracket?

____0-10,000 ____35,001-45,000
____10,001-25,000 ____45,001-100,000
____25,001-35,000 ____100,000+

Do you own a car? ____Yes ____No

What city/suburb do you live in? (Be specific like Cleveland Heights, Coventry, Lakewood, Akron, Northfield, etc.)

_____

How many people are in your household?

_____

How many of the above listen (even a little bit) to WRUW?_____

When did you begin listening to WRUW?

____ 1 year or less ____ 5-10 years
____ 1-4 years ago ____ 10-20 years

Do you do volunteer work? ___Yes___No
If yes,
where?_____

Where do you listen to WRUW? (rank 1-5)

____at home ____in the car
____in the car ____while outside
____on portable ____other?

When do you listen to WRUW?

____all the time (wake-up to bed-time)
____when I wake up
____when I go to sleep
____on the way to work/school
____on the way home from work/school

What types of music do you enjoy listening to? (Check all that apply.)

____avant garde ____blues
____classical ____bluegrass
____industrial ____jazz
____metal ____international
____folk ____country
____polkas ____showtunes
____rock ____oldies
____punk ____new wave
____progressive ____urban/funk

Using the above list, star (*) the types of music that you prefer NOT to listen to.

What influences you to buy music?

____A song you hear on the radio.
____A friend of yours has it.
____Advertisements for the music.

We at WRUW tend to feel that we provide "a full spectrum of music on one frequency." Do you think this is true? If no, what type of music are we lacking in? What type of music do we play too much of?

_____
_____
_____
_____
_____
_____
_____

What type of radio do you like to hear in the morning when you wake up and/or go to work/school?

____News
____Modern music
____New age/progressive music
____other_____
_____
_____

What type of radio do you like to hear in the evening on the way home from work/school and in the early evening?

_____
_____
_____
_____
_____
_____

How do you classify yourself as a WRUW listener?

___ Devout Worshipper (I listen to WRUW only and no other station.)
___ Regular (There's at least one show I listen to every week.)
___ Occasional (I listen every once and awhile.)
___ When I'm in the mood for something different

How well do you receive WRUW at home?

____extremely well (no problem)
____good (fairly strong)
____fair (static once and awhile)
____poor (static, very weak)

Look how far you are already!

How did you find out about WRUW?

___ I was tuning the dial one day and heard something I liked.
___ A friend told me about it.
___ I saw WRUW at a streetfair and decided to listen.
___ I picked up a copy of the Program Guide.
___ To tell you the truth, I don't remember.

How do you buy most of your music?

a____on album b____on 45
c____on CD d____on cassette
e____other_____

How many of the above do you buy per time period (5/week,8/month,12/year)?

a_____/_____ b_____/_____
c_____/_____ d_____/_____
e_____/_____

How well do you receive WRUW in your car?

____extremely well (no problem)
____good (static once in awhile)
____fair (static, fades sometimes)
____poor (can't find it on the dial)
____I never listen in my car

PROGRAM GUIDE

Every Fall, Spring and Summer WRUW distributes a Program Guide to the Cleveland area. It usually contains the WRUW Program Schedule, show descriptions and articles on music or other topics. Do you always try to get a copy of the Program Guide?

____Yes ____No

What should be changed about the Program Guide? (The format? Layout? Design? Artwork? Leave it alone?)

_____
_____
_____
_____

What would you like to see in the Program Guide that we don't put in very much? (Articles?)

_____
_____
_____
_____

Just a few more questions....

2 WRUW First-ever Listener Survey

PUBLIC AFFAIRS

In addition to music, WRUW offers Public Affairs programs. Such shows as Consider the Alternatives, PA Potpourri, American Indians, Focus, Cambridge Forum and more are regularly heard on WRUW. Public Affairs shows are on every weekday at 11 am and 7 pm. Have you every taken the time to listen to any Public Affairs shows?

____Yes ____No

If Yes:

Did you like it? ___Yes ___No

Would you listen again? ___Y ___N

Name some of the Public Affairs programs you have listened to...

_____
_____
_____
_____
_____
_____
_____

If No: Why not?

___Wrong time of day.
___Too dull.
___Never felt like it.
___Didn't know about it.

We want you to be able to **hear** our Public Affairs shows. Are 11 am and 7 pm good times for such shows?_____ If not, what might be better times?

_____
_____
_____

Suppose you suddenly felt an urge to listen to a Public Affairs program. What would you like to hear talked about?

____Community/Local issues
____World Issues (like hunger)
____Entertainment (satire)
____other_____

_____
_____

Only a little bit further!

TELETHON

Every year, WRUW holds a Listener Telethon (as you might know) in late February. This is done in order to supplement the money we receive from Case Western Reserve University (which isn't enough to keep us going all year.) Have you ever contributed to the Telethon?___Yes___No

Why/why not?

_____
_____
_____
_____
_____
_____
_____

Have you ever had any troubles in getting your telethon premium--our gift to you for contributing?

____Yes ____No

Do you have any other criticisms of the Telethon?

_____
_____
_____
_____
_____
_____

STUDIO-A-RAMA

For the past six years, WRUW has sponsored a live music concert outside our studios in University Circle. Have you every attended it? ___Y ___N

The concert has changed over the years from a very diverse show to a more rock-oriented program. Do you think that's good or bad?___good___bad (some of the staff at WRUW think that's bad)

Should we try to cover more musical tastes, or have more free concerts similar to Studio-A-Rama?

___different music ___more concerts

Are there any complaints about the concert (too crowded, bad bands, bathroom facilities, etc.)?

_____
_____
_____
_____
_____
_____
_____

FINAL QUESTIONS

Overall, how would you rate WRUW's **music** programming on a scale of 1-10? (1-yuck! 10-very, very good variety)

_____

Overall, how would you rate WRUW's **public affairs** programming on the same scale?_____

We really want to know what you think of us and our programming. Please use the back of this page to tell us your thoughts about what is good and bad about WRUW and enclose it with this survey when you mail it in.

Do you listen to other college stations in the area?

____Yes ____No

If yes, which ones?

_____
_____
_____

As a final gesture of help, please list approximate times you listen to WRUW.

SUN _____
MON _____
TUE _____
WED _____
THU _____
FRI _____
SAT _____

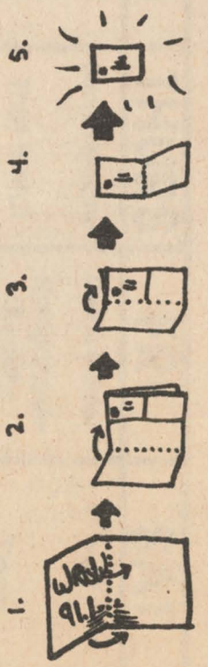
THANK YOU!

RETURN BY NOVEMBER 7, 1986

22¢ STAMP

WRUW-FM (SURVEY)
11220 Bellflower Road
Cleveland, OH 44106

Folding and mailing instructions:



Please fold as shown or all your hard work will go to waste because we won't receive your survey. When folded, the survey should be about the size of the space to the right (with the address). Tape or staple the loose end, affix a stamp, and it's all ready to go!!!!

THIS ENTIRE SPACE CAN BE USED FOR ADDITIONAL COMMENTS !!!!!

WRUW-FM 91.1

368-2208

Fall 1986

	SUN	MON	TUES	WED	THURS	FRI	SAT	
2	Mom **600 lbs. of** **Road Warriors** **All Night Long** STERIOD SIGHS	Bruce Michielli **Trip 66** FROM POP TO PUNK TO PSYCHEDELIA AND BACK	Paul Fogel **Life in the Big City** GOOD STUFF	LESS or MORE **WATCH THIS SLOTIIII** MORE or LESS	Damon Murphy **That Metal Thing** HEAVY METAL	Dennis Sichner **Naugahyde Reality** JAZZ	Neal **Dare** **Waves** MELTDOWN	2
3								3
4						Mom **Teethmarx On My Creamy Thighs** UP-N-AT-'EM		4
5		Johnny Sherman **Blue Morning** JAZZ	James Spurrier **Schaeffer's Line of Despair** WHATEVER	Mike Zannoni **You and Me Again** MUSIC	Robbie Emhart **One Small Voice** EVERYTHING			5
6							Wade Tolleson **diversified, inc.** RUBY FREEFORM	6
7	Dave Brown **The Wax Museum** 50's & 60's R&B/R&R	Mandana **Subterranean Side Show** FREEFORM	Neal Martin **Baby's New Shoes** AVANT POP	Joe Banks **Put On Your Face** NEW LOOKS	Jeff Payne **Mango** MORNING MUSIC	Doug Stanley **Live from the Vatican** MY BRAIN IS MY LABORATORY		7
8								8
9	Paul Hanson **Around the Whorl** CLASSICAL	Howard Wayne **Beaucoups of Blues** BLUES	Tom Bizon **Long Live the Loud** HEAVY METAL	Will Drescher **South of the Border** TEX-MEX ZYDECO	David Earle **Mutiny in Heaven** IN THE SEWER	Ron Emoff **An Island in the Moon** FORMFREE		9
10							**Finnegan's Wake**	10
11		**Aging Society** RUBY	**First Americans** RUBY	Cambridge Forum RUBY	**Kiddlydee** RUBY	PA Potpourri RUBY		11
N		Oz **Strictly Dub** REGGAE	Chuck Hanley **Posers Will Die** HEAVY METAL	Prince **Lunchtime Special** REGGAE	Heather **Return to Downer's Grove** EMO-TIONAL RESCUE	Jordan Davis **The Friday! Club** FUN FORM	Cousin Jimmie Wilson **Roll Away the Dew** COUNTRY/FOLK	N
1	David Caban **Sunday Matinee** SHOWTUNES							1
2	Edmond Wong **Spatial Impressions** PROGRESSIVE	Michael Arnovitz **BAD DNA** EASY LISTENING	Prince **Straight to the Head** REGGAE	Sir Lord Tommy **The Rude Boy Train** SKA & REGGAE	Edie Vargo **Cultural Baggage** TOTEM AND TABOO	Will Bradlee **Rinsky Raunch** IMPORTANT TAX INFORMATION	**Live From Studio A**	2
3							Herb **Smuggling** REGGAE	3
4	Will Drescher CAJUN				Ivan Vuckevich **Pray Till You Sweat** ROCK			4
5	Don Sebian **Definitely Downtown** JAZZ	Tom Sarfi **Glimpses of Nirvana** HOT SPUDZ	Rick LeFauve **Four Sticks** NOISE	Antionette **Let Them Eat Cake** MODERN STUFF	**The Greg Holtz Show**	Steve **Mish Mash Hour** BOY HITS GIRL		5
6							Mark Penacho **7 Around 2 Wrapped by 1** RV ENGINE PARTS	6
7		**Out of Bounds** RUBY	**Alternatives** RUBY	**Gay Waves** RUBY	**Bluegrass Mstrs** RUBY	**Jack Flanders** RUBY		7
8	Larry Collins **Insecure Hilarity** FLAKEY	Anne Weatherhead **Annie's Blues Show** NOTHING BUT THE BLUES	Chris & Adrienne **The Rhythm Method** PAPAL POP	Bill Anderson **Bird Calls** JAZZ	Dave & Dan Wilson **When the Roses Bloom Again** COUNTRY ROOTS & BRANCHES	Joe Riznar **Your Favorite Rebellion** ASSORTED ROCKS	Rich & Joe **DEforMatioN** BIG BANGS	8
9								9
10		**Walking Dr.Bill's R & B Survey**	**Chuckles with Chuck**	**Global Taxi**	The Smilin' Mobile FREEFORM	Jim Szabo **Down by the Cuyahoga** Jazz Calendar at Midnight JAZZ		10
11	**Nordine**	Catherine Butler **Brou-ha-ha** MISC. MUSICS	Josh Bayer **Viscious Sidedish of Bealzeebub** HMM...WHAT?	Scott Larson **That's How I Escaped My Certain Fate** PSYCHOTRONIC	Ched Stanisic **Jebemti Musica** BOOM CHA CHA		Tim Mohansingh **The Neogothic Happy Hour** GOTHIC	11
M	Randy Woodling **Two-Brained Stegosaurus Drive-Inn** HIGHEST COMMON DENOMINATOR							M
1								1

6

ATTENTION!
Are You Still Waiting For Your
TELETHON PREMIUM?

We know that many of you STILL haven't received your telethon premium(s). Some of you have been waiting for albums to arrive, others are still just waiting.

Now is your chance to claim "your prize." If you are still waiting for your telethon premium, then mail your complaint to:

WRUW TELETHON PREMIUM
11220 Bellflower Road
Cleveland, OH 44106

OR call us at 368-2207 and ask to speak with David Caban (pronounced Kuh-ban), General Manager.

Don't delay, do it today!

Underwriting Announcements

WRUW would like to thank the following area businesses for underwriting shows:

Old Erie St. Bookstore, 2128 East 9th Street, Cleveland, 575-0743. Specializing in rare and out of print books.

Goose Acres Folk Music Center, 2175 Cornell Road, Cleveland, 791-5111. Quality Acoustic Instruments, Instruction, and Repairs.

Club Isabella, 2025 Abington Road, Cleveland, 229-1177. Fine Food, Drinks, and Jazz.

Body Language, 3241 W. 115th Street, Cleveland 251-3300. A Store of Essential Body Supplies.

If your business is interested in underwriting a show on WRUW-FM, please contact Neal Filsinger at 368-2208.

368-2208

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Studio-A-Rama Recap

FALL 1986

STAFF

David Caban	*General Manager*
Josh Bayer	*Program Directors*
Tom Sarfi	
Randy Woodling	*Asst. Program Director*
Wade Tolleson	*Music Director*
Neal Martin	*Asst. Music Director*
Jordan Davis/	*Public Affairs Director*
Edie Vargo	
Phyllis Boehme	*Public Service Director*
Ched Stanisic	*Live Music Coordinators*
Larry Collins	
Joe Banks	*Promotions Director*
Phil Way	*Chief Engineer*
Chuck Poulton	*Technical Director*
Rolf Taylor	*Technical Consultants*
Chas Honton	
Joe Riznar	*Productio n Director*
Rick LeFauve	*Training Director*
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Program Guide Staff: Jordan Davis, Craig Gelfand, Heather Dean, Antoinette Wishner, and other station and non-station personnel who contributed to this issue, with special thanks to our wonderful typesetter, Sue Fangboner.

WRUW-FM is the student radio station of Case Western Reserve University. WRUW is dedicated to innovative and diversified music, and programs of community interest. Please address inquiries to WRUW-FM, 11220 Bellflower Road, Cleveland, Ohio 44106. Our phone number is (216) 368-2208.

The WRUW Program Guide is a publication of the Promotions Department. It is available in stores throughout the Cleveland area, or by mailing one unattached 22 cent stamp (no envelopes please) to WRUW at the above address. Advertising and underwriting rates are available on request. Circulation: 15,000.

Printed by The Bulletin, Twinsburg, Ohio

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